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ABSTRACT

Noting that Korean mass media began to appear about a century ago, this paper gives a brief history of major Korean academic institutions that contributed to early communication studies. It also introduces exemplary studies done in 13 fields to aid in understanding state-of-the-art paradigms of communications research in the Republic of Korea (South Korea). The paper discusses three paradigmatic trends in Korean communications research: (1) that communications research is devoted to introducing Western (especially American) perspectives on communications; (2) that communications researchers accept and use without any suspicion in the Korean context American communications-related concepts like socialization, delinquency, displacement, mass culture, image, and libel, exactly the same way as American researchers treat them in research; and (3) that communications research is mainly descriptive, not explanatory, not only in historical studies but also in empirical studies using content analyses or survey methods. A five-page list of references concludes the paper. (HOD)

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SOUTH KOREA'S COMMUNICATIONS RESEARCH: STATE-OF-THE-ART PARADIGMS

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SOUTH KOREA'S COMMUNICATIONS RESEARCH
STATE-OF-THE-ART PARADIGMS

The Korean peninsula had the first modern newspaper, the Hansong Sunbo, in 1883. The newspaper was published every ten days in Chinese characters by the Yi Dynasty government. It modelled contemporary Japanese and Chinese newspapers. Therefore, it had modern newspaper aspects such as covering foreign affairs, maintaining fairness, stressing readers' criticism, and having some paid subscriptions (Lim, 1969). However, the newspaper did not survive beyond one year because of political fights within the government under Japanese and Chinese influences. At that time Japan had already begun to beat out Chinese and Russian influences on the Korean peninsula.

In 1896 the first "privately run" modern newspaper (triweekly), the Tongnip Shinmum (The Independent), was published in Korean and English by a medical doctor, Jai-Pil So (Philip Jaisohn). After having studied medicine at George Washington University, Dr. So came back to Korea as a political elite. He aimed to enlighten people for the nation's independence and Western democratic values through his newspaper. The newspaper had at least three innovative aspects: using only spoken Korean language (not Chinese characters) for ordinary citizens' readership; inserting advertisements substantially; and using the final fourth page for an English edition to inform foreigners in Korea (Lim, 1969). However, the newspaper survived only three years until 1898. Dr. So was again exiled to the U.S.A.

In the meantime, Japanese influence got stronger and stronger. Finally Korea became a Japanese colony in 1910, remaining it until 1945, the end of World War II. During the Japanese occupation, the Chosun Ilbo and the Dong-A Ilbo appeared in 1920 as nationalistic and privately run daily newspapers. But their publications were often confiscated and suspended with severe constraints.

As seen, Korean mass media began to appear about a century ago. However, Korean scholars' interest in them began much later. The first requisite to enhance academic interest in a new phenomenon is securing some trained scholars. Then some academic institutions should exist so that scholars may get together and do research. The state of the art is just a product of this historical process. Thus this paper is going to, first, give a brief history of major Korean academic institutions which contributed to early communications studies; second, to introduce exemplary studies so as to understand current state-of-the-art paradigms of communications research in the Republic of Korea (South Korea); and in conclusion, to discuss critically paradigmatic trends in Korean communications research.

I. Developments of South Korea's Academic Institutions on Communications

Following liberation from Japanese rule with the end of the second World War in 1945, the Korean peninsula was divided into South and North Koreas because of ideological conflict which later, in 1950, brought the Korean War. At the time Korea was divided, many newspapers appeared in South Korea, but there was a lack of trained journalists.

To meet the demand, Mr. Bok-San Kwak established the first professional institute, the Chosun School of Journalism (later changed to the Seoul School of Journalism), in 1947. Mr. Kwak was the only Korean student of the first class who graduated from Sophia University's Department of Journalism, the first Journalism Department in Japan. The Sophia's Department was founded in 1932 by the strong influence of Prof. Kono Hideo, the pioneer of journalism education in Japan, who had studied journalism in Germany (Lim, 1973; S.Hae Lee, 1982; Choo, 1983).

The Chosun School of Journalism was a kind of graduate-level institute admitting four-year college graduates. It taught theories and practices of journalism for one year. The Chosun's faculty members consisted of academicians from several disciplines and of journalism practicians. Chosun graduates could easily get jobs at newspapers and news agencies. Later the Chosun School would open a class for re-training journalists. Because of financial difficulties the School did not develop into a regular college but rather shut down in 1961.

In addition to the above informal School, Hong-Ik University was permitted by the government to establish the nation's first Department of Journalism in 1954. Here too, Prof. Bok-San Kwak was the principal founder. Later Profs. Keun-Soo Lim and Choon Choi joined the faculty. Unfortunately, however, the Department was eliminated in 1962 by a government's rearranging all universities after the May 16, 1961, military coup d'état. The second Department of Journalism was founded in Chung-Ang University in 1957. This Department accepted the three

faculty members and all the students from Hong-Ik's defunct Department. Next Ewha Women's University and Hanyang University established Departments of Journalism in 1960 and 1963 respectively. Prof. Hae-Chang Lee, who studied journalism at Japan's Sophia University and at Germany's Münster University, was the principal founder of Ewha Women's Department. Prof. Yu-Bong Bak, who also studied journalism at Sophia University and got a Ph.D. degree in journalism from Germany's München University, was the principal founder of Hanyang University's Department. As seen here, early Korean scholars of journalism were greatly influenced by the German-styled Japanese education and directly by the German education. Thus these scholars' contribution was mainly to enhance academic and practical interest in journalism and mass communication by introducing German zeitungswissenschaft (science of journalism) or publizistikwissenschaft (science of public communication).

As the number of scholars trained abroad increased, journalism study expanded into communications, including mass communication and interpersonal communication. This expansion was most apparent with the 1968 establishment of the Graduate School of Mass Communication at Seoul National University. Its first Dean was Prof. Kyu-Whan Kim, who got a Ph.D. degree in journalism from the Institute of Journalism and Communication Studies at the (Japan's) University of Tokyo. Dr. Kim was familiar with American-styled empirical studies of mass communication using content analysis and survey methods and so intended to elevate

Korean journalism study to one of social sciences. To achieve this aim the Graduate School recruited not only the already mentioned Dr. Keun-Soo Lim (a communications history specialist) of Chung-Ang University and Dr. Yu-Bong Bak (a German publizistik specialist) of Hanyang University, but a sociologist Prof. Sang-Hee Lee and some American-trained Ph.D.'s from other disciplines like sociology, psychology, and political science. The very composition of the faculty made it possible to emphasize the science of communications in the Graduate School. This Seoul National University Graduate School of Mass Communication produced many graduate students, until it was merged into the University's main Graduate School in 1974.

Along with this academic movement, the business circle also began to think of its own research institute. The Korean Newspaper Editors Association established the Korean Press Institute in 1964 to conduct research highly practical to newspaper business. The Institute would re-train journalists and publish a professional monthly magazine, Shinmun-gwa Bangsong (meaning journalism and broadcasting). Since the 1980 political and mass media reshuffle, the Institute has been supported financially by a government-affiliated public corporation. Also the Korean Broadcasting Commission, made from the 1980 reshuffle to formulate the nation's basic broadcasting policies, began to publish Broadcasting Quarterly.

The eagerness for having regularly academic discussions enabled the Korean Society for Journalism and Mass Communication Studies (later the term Mass dropped) to be organized in 1959. The Society holds

spring and autumn conventions every year. It also publishes a research journal, Journal of the Korean Society for Journalism & Communication Studies, once or twice a year. Currently the Society has 113 regular and 12 associate members. Most of them are university faculty members and graduate students. The Society is the only organization in South Korea for communications researchers, including both speech communication and mass communication.

For references, the current status quo of mass media in South Korea must also be introduced. As of "1980," South Korea has 25 daily newspapers (6 national, 9 specialized, and 10 local papers), whose aggregate circulation is 6,220,000 (J.W. Lee, 1983). It reaches 106 circulations per 1,000 persons. Most dailies are privately owned and thus fairly independent. On the other hand, electronic media are almost entirely owned and tightly controlled by the government. The number of radio stations and receivers are 56 and 14,000,000. 373 per 1,000 persons have radio receivers. The numbers of television stations and sets are 20 and 6,270,000. 167 per 1,000 persons own their own television sets. These data of electronic media apply as of 1980.

Regarding the status quo of universities having departments of communications, as of Dec. 1984 South Korea has 17 four-year universities and 3 four-year colleges with department of communications. As a matter of fact, most of the nation's major universities have communications departments. However, the names of departments differ somewhat (e.g., Dept. of Communication, Mass Communication, or Journalism & Mass Communication), depending upon their traditions, as

in the U.S.A. Now the number of all departments' faculty members total 75. Of them, 42 members have Ph.D. degrees in communications-related fields. Table 1 shows the distribution of countries in which they

Table 1: The Distribution of South Korea's Communications-Related PhD Degrees by Source Countries (as of Dec. 1984)

Country	USA	Germany	Japan	France	Korea	Total
No. of PhD Degrees (%)	24 (57)	6 (15)	1 (2)	1 (2)	10 (24)	42 (100)

earned doctorates. As seen, more than a half got doctorates from the U.S.A. Germany is the second foreign country from which Korean scholars got the most doctorates. This represents how much the Korean communications field has been influenced by those two countries. Meanwhile, most of non-Ph.D.faculty members are in doctoral programs at Korean universities. This increase of domestic Ph.D. degrees may, some day, form a unique Korean way of studying and thrust out foreign influences. But the time is not yet ripe for Korea to go its own way in communications research.

This brief developmental history of South Korea's academic institutions on communications provides an introductory note of Korean academic status quo: How much the Korean communications field has been shaped by the U.S. and German influences. However, to reevaluate the field in the paradigms perspective, current research

reports need to be analyzed.

II. State-of-the-Art Paradigms of South Korea's Communications Research

Searching for paradigms is the first step in comprehending the state of the art. The term paradigm has been popularised in the history of science by Thomas S. Kuhn (1970). He explained the paradigm concept as follows:

> "Return, finally, to the term 'paradigm.' It entered The Structure of Scientific Revolutions because I, the book's historian-author, could not, when examining the membership of a scientific community, retrieve enough shared rules to account for the group's unproblematic conduct of research. Shared examples of successful practice could, I next concluded, provide what the group lacked in rules. Those examples were its paradigms, and as such essential to its continued research." (Kuhn, 1977, p. 318)

In brief, a paradigm is an exemplar, a shared or standard example which a scientific community practices for problem-solving. Thus we can understand the state of the art by showing examplars.

Finding exemplars is not an easy task. To select examplars of South Korea's current communications research demanded some arbitrary criteria, for example, whom the research was done by and when it was reported. Herein examplars were decided as studies done in South Korea by the most active contemporary Korean researchers in diverse fields and reported during the 1980's. For these studies

are examples likely to be shared and considered standard by others, especially students. They do indeed represent the current state of the art of Korean communications research.

South Korea has six major communications journals whose five are sponsored by universities. The journals and editions (issued during the 1980's) from which sample exemplary research was taken are: Journal of the Korean Society for Journalism & Communication Studies, seven editions (Vol. 13, 1980—Vol.18, 1984 and a 1980 special issue); Bulletin of the Communication Research Institute (changed from Bulletin of the Institute of Mass Communication) (Seoul National University), four editions (Vol. 17, 1980—Vol.20, 1983); Journal of Communication Science (Korea University), seven editions (Vol.2, 1980—Vol.6, 1982; Vol.8, 1983; a 1981 special issue; but Vol.7 not yet published); Hanyang Communication Review (Hanyang University), four editions (Vol.1, 1980—Vol.4, 1983); Communication Study Reports (Sogang University), two editions (Vol.1, 1980—Vol.2, 1983); Journal of Mass Communication (Chung-Ang University), one edition (Vol.1, 1983).

In these editions, 123 articles are reported by Korean researchers whose research was done in Korea. To select some exemplary research in each field, the articles were classified according to 13 fields (8 divisional fields of the International Communication Association plus 5 additional specified fields).

Table 2 indicates the distribution of the 123 articles by field.

Table 2: The Distribution of Communications Articles by Field (reported in South Korea from 1980 to 1984)

Field	No. of Articles	(%)
1. Interpersonal Communication	2	(2)
2. Organizational Communication	2	(2)
3. Political Communication	5	(4)
4. Instructional Communication	4	(3)
5. Religious Communication*	2	(2)
6. Health Communication	0	(0)
7. Promotional Communication*	12	(10)
8. Mass Communication	37	(30)
9. Intercultural Communication	18	(14)
10. New Communications Media*	2	(2)
11. Philosophy of Communications	9	(7)
12. Communications Law*	4	(3)
13. Communications History*	26	(21)
Total	123	(100)

* indicates five more specified fields in addition to eight ICA divisional ones.

Most articles were found to belong to mass communication, communications history, intercultural communication, and promotional communication (advertising and public relations) fields; other fields have a very

small number of articles while the health communication field do not have even one article. This implies that the Korean communications field has been dominated by the U.S. and German mass communication-oriented research tradition rather than the speech communication-oriented one. Our further analysis of some exemplary articles will manifest each field's current state of study.

In the interpersonal communication field, K.H. Kang (1984) did a study just introducing "rules" perspectives obtained in the U.S.A. He did not develop them further nor gather empirical data. In the organizational communication field, Y.S. Chung (1982) studied a political party's organizational network change due to its power structure change. He found positive relationships between an individual's legitimate power and his communication connectedness, and between a group's legitimate power and its communication network range. The communication network was depicted by a sociogram.

In the political communication field, Park (1984) studied how newspaper readers got to know truth from the highly ambiguous news reporting of a famous political dissident's hunger strike. It was found that people subscribing to more newspapers knew better that the ambiguous news indicated the hunger strike. Even those subscribers came to know it through interpersonal communication. In the instructional communication field, Yoo (1982) applied the uses and gratifications perspective to a survey study of high school students' viewing behavior of programs of the South Korea's single educational television station.

He found that high school students did not watch the programs, because they did not satisfy students' basic needs. K. Kim (1983) did a religious communication case study. He surveyed college students' images about a major religious radio medium in financial crisis—the Christian Broadcasting System. It was highly rated in soundness, honesty, and progressiveness, but very lowly rated in interest. For the health communication field, no study has been reported.

The promotional communication field indicates such applied areas as advertising and public relations. S.K. Chung (1983) related 1980 advertising expenditures of 13 developed countries to their GNPs, national expenditures, newspaper circulations, and electronic media disseminations of the year. He found positive relationships between the former's advertising expenditure and each of the latter. This is the South Korea's first international advertising study. J.K. Kim (1983) did a policy research for Korean corporations' better public relations toward the Arab countries. It was just a literature review study, suggesting PR policies suited to the uses and gratifications perspective.

For the mass communication field, K.J. Lee (1984) did a "newspaper" case study of a relationship between newspaper management and news editing. Using the content analysis method, she found that a newspaper affiliated with a big business conglomerate reported the conglomerate's negative event significantly less than another rival newspaper. Finally, she expressed concern about the impact of Korean

newspapers' nonobjectivity, considering the agenda-setting function of mass media. Won (1983) analyzed Korean "mass media structures." He found that all newspapers were affiliated with big business companies and did not separate ownership and management, and management and editorship; broadcasting was legally bound to serve public (but virtually the government's) interests. Auh and Hong (1983) did a quasi-experimental study of "television" viewing. They deprived 35 households of television sets temporally and observed how people's behavior was changing during deprivation, using diary, depth interview, and questionnaire methods. People displaced their ordinary television watching time that averaged two hours and forty-five minutes by increasing such leisure activities as social meetings, rest, sports, and by enhancing radio listening and family interaction. Kim and Choi (1980) surveyed youths (14 to 24 years old) to discover relationships between mass media and "juvenile delinquency." They found that juvenile delinquents in a reformatory used mass media in justifying or reinforcing their crimes; ordinary youths did so in entertaining themselves. Yu (1980) did a literature review study of mass media effects on "children's socialization." Basically he introduced studies done in America and suggested a cognitive developmental perspective of considering children as active, not passive. H.D. Kang (1983) analyzed speculatively "mass culture" in contemporary South Korea. Korean mass culture, led by broadcasting, was characterized by commercialism

and governmental advocacy, he concluded. K.S. Lee (1982) surveyed publishers and editors engaged in the "publishing" industry. Most of them (77%), it was found, were satisfied with their jobs due to pride in engaging in the cultural industry, despite their low pay and bad working conditions.

The intercultural communication field involves communications not merely between nations but between cultures within a nation. Oh (1982) analyzed a local newspaper's contents in addition to its readership survey to find out some characteristics of the nation's ten local daily newspapers, contrasted with those of six national papers. He concluded that the local paper showed a characteristic of local interpretative reporting but contained mostly Seoul-centered news. K.S. Lee (1980) compared the New York Times', the (London) Times', and the (Japan's) Asai Shinbun's reports about 1972 peace talks between South and North Koreas in order to test the so-called distance hypothesis. According to distance from Korea, the Asai Shinbun reported the peace talks most frequently and assigned them the most space; the (London) Times reported least frequently and assigned the least space. That is, the distance hypothesis of international news flow was confirmed. S.C. Lee (1982) analyzed the contents of four major daily newspapers to determine the image of the U.S. projected in South Korea's newspapers during the 1982 centennial year of the Korea-U.S. diplomatic relationship. He found that the newspapers reported significantly more U.S. news in 1982 than in 1981, and most

reports were related to diplomatic and military affairs favorable to the U.S. Choi, Suh, and Auh (1982) analyzed foreign datelined international news reports in South Korea's two leading daily newspapers—the Chosun Ilbo and the Dong-A Ilbo. They found that 74 percent of the reports were provided by four Western wire services (UPI, AP, Reuters, and AFP in that order), and political economic factors (not less than geographical proximity) were critical in determining news reporting. In the new communications media field, Yoon (1984) did a literature review study relating development of new communication technology to future social change. As an example, electronic meeting was said to have a real potential to reduce transportation problems such as traffic jams and gasoline consumption.

For the philosophy of communications field, Bang (1983) held in a philosophical but policy study that Korean mass media should have a spirit of public service. He defined the spirit as mass media's contribution to democratic public opinion formation. S.Hee Lee (1980) analyzed thoughts on communication of the Yi Dynasty's noted public administrator and Confucian scholar, Yul-Gok Yi (A.D. 1536—1584). He found that Yi advocated opening to the public the government's communication channels and information, proposing Confucian administration based on public opinion. In the communications law field, Paeng (1981) examined ruling cases related to mass media reporting and libel suits in the U.S., Japan, and some European countries. He said

that a Korean law, "The Public's Right to Demand Correction of Mass Media Reporting," reduces libel suits.

The communications history field possesses the second most articles reported, as shown in the above Table 2. But most of them were concerned with simple factual description of a historical event, not with some theoretical explanation. C.S. Chung (1983) studied demarcating the Japanese colonial period into three periods according to anti-Japan cultural movements of the Korean press. The first period (1910—1919) was characterized by the monopoly of pro-Japanese newspapers; the second (1919—1931) by the fight for the nation's independence with rebirth of privately owned newspapers; and the third (1931—1945) by forcing the Korean press into favoring Japanese colonial policies. Cha (1980) did an analytical study on a Korean traditional newspaper, Chobo. He found that the traditional newspaper was launched in the early Yi Dynasty days (15th century) as a kind of government handwritten newsletter to inform the nation's high-ranking officials of the court's critical decisions. Later the newspaper was sold tacitly even to the public and existed until the official "printed" newsletter was published in 1895.

In this section we have introduced each field's major studies done by active researchers and reported in South Korea's communications journals from 1980 to 1984. They are at least examples of South Korea's communications research, if not paradigmatic exemplars. Also these studies can be said to reflect the state of the art of communications

research in the Republic of Korea.

III. Conclusions

In this paper, first we introduced a brief history of how mass media appeared in the Korean peninsula about a century ago. Then we described critical developments of South Korea's academic institutions on communications. We found that the Korean communications field has been influenced by many American- and German- trained scholars. Finally, we examined major studies done recently in thirteen fields. The state of the art is a product of such historical process.

South Korea's current communications research can be summarized into three trends. The first is that communications research is devoted to introducing Western (especially American) perspectives of communications, for example, of rules, uses and gratifications, and agenda-setting. The second is that communications researchers accept and use without any suspicion in the Korean context American communications-related concepts like socialization, delinquency, displacement, mass culture, image, libel, exactly the same way as American researchers treat them in research. The third is that communications research is mainly descriptive, not explanatory, not only in historical studies but also in empirical studies using content analysis or survey methods.

This above summary shows that South Korea's communications research lacks two major points: creativity and theory. From the

conceptual level, researchers have not tried to develop their own concepts which may be more critical or unique in the Korean context. They have just adopted Western concepts. Thus they could not form their own theoretical framework relating to their own concepts either. They need to be reminded of Kaplan's "paradox of conceptualization" (1964, p.53): The proper concepts formulate a good theory or vice versa. Developing or creating concepts more proper to the Korean society may lead to a better theory explaining it. Of course, one concept can not apply to only one society. It should have universality. But the thing to be emphasized is that some concepts may be more relevant to a certain society, and developing creatively such concepts and theories may contribute greatly not only to explaining the particular society but also to understanding similar phenomena of other societies which may be left otherwise intact. This is the very nexus of uniqueness and commonness (Kaplan, 1964, p.117). As an example, the concept of equality has been more salient to Scandinavian societies. So Scandinavian researchers have tried to deal, in priority, with the concepts of communication and equality (Nordenstreng, 1975, 1977; King, et al., 1984). In Korea, the concept of "HAN" (Korean pronunciation), which implies a kind of umbrage being persistently calmed but gradually piled up, is often said to well indicate Korean people's characteristics. However, no communications (and social sciences) researchers have tried to deal with the "HAN" concept. Therefore, even we do not know if the concept is a proper

one and relates theoretically to communication.

In addition, Korean communications researchers have not been concerned with theory-building. They have been devoted to descriptive surveys: literature surveys of Western perspectives and studies, and simple opinion surveys even in empirical studies. They did not try to formulate some proposition relating concepts to one another, including a theoretical system of propositions. Especially a theoretical system is much more difficult and critical to formulate. Its formulation demands highly imaginative thinking while the formulated system enables us to infer further, as yet untested regularities (Feigl, 1959). Korean communications research is far away from formulating a theoretical system of propositions, because it has neglected even formulating one proposition.

In conclusions, South Korea's communications research should develop their own concepts and theories. To do so, Korean communications researchers should engage in more creative thinking. Then they may not only understand their own society better but contribute to bringing some paradigmatic revolutions to the world's communications research.

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